

WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADÉLPHIA PA 19131 NATIONAL MEDIA RESEARCH PLANNING &

**DATE**: 09-26-2012 **PAGE**: 1

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PLACE - 3736

ATTN: NMRPP MEDIAASSISTANT

815 SLATERS LANE ALEXANDRIA VA 22314

Product Code Station/Market Contract No Contract Dt Revision Dt Rev# Advertiser Brand 400113 NRCC-INDEPENDENT EXPENDITURE NRCC IE 2012 POLITICALS WPVI - PHILADELPHIA 09-25-2012 09-25-2012

Agency Est	#	CMS # Sales Office		Account Executive Start Date		End Da	ite	Billing					F	Package	Contract Title	Э	
155 426 3		244484	PHILADELPHIA	A. CLIFFORD	10-25-20	12	M (Broad	padcast Month, Cycle 1)						244484			
Line Start Date	End Date	Time Period		Description	10-19-2012			Duration								Tot Spots	Total \$
			C:155 P:426					Daration	141	-			0 0	- O. 7V	1 1100	. or opolo	Ισιαιψ
		Agency of L.	0.1001.420	L . 0203													
1 10-19-2012	10-19-2012	06:00AM - 07:	:00AM I	MORNING NEWS 6A MO-FR (	6949)		10	30				2		2	2,500	2	5,000.00
				•	•												
2 10-22-2012	40.05.0040	06:00AM - 07:	.00414	MODNING NEWS CA. MO ED (	CO 40\		10	20	_	2		_		8	2,500	8	20,000,00
2 10-22-2012	10-25-2012	06:00AW - 07:	UUAIVI I	MORNING NEWS 6A MO-FR (	0949)		10	30	-	2	2	2		°	2,500	0	20,000.00
3 10-19-2012	10-19-2012	07:00AM - 09:	:00AM I	MORNING NEWS GMA 7A MC	)-FR (6910)		10	30				2		2	2,500	2	5,000.00
4 10-22-2012	10 25 2012	07:00AM - 09:	.004M	MORNING NEWS GMA 7A MC	ED (6010)		10	20	٠,	2	,	2		8	2,500	8	20,000.00
4 10-22-2012	10-25-2012	07.00AW - 09.	.UUAIVI I	WORNING NEWS GWA 7A WIC	7-FK (0910)		10	30	-	2	2 .	2		•	2,500	0	20,000.00
5 10-23-2012	10-25-2012	09:00AM - 10:	:00AM I	DAYTIME 9-10A WEEKKDAY	(6912)		10	30		1		1		2	1,300	2	2,600.00
6 10-19-2012	10-10-2012	12:00PM - 12:	30DM I	DAYTIME NOON NEWS WEEK	(DAY (6050)		10	30				1		1	2,000	1	2,000.00
0 10-19-2012	10-19-2012	12.00FW-12.	JUFINI I	DATTIME NOON NEWS WEEK	(DAT (0930)		10	30				•		'	2,000	•	2,000.00
7 10-22-2012	10-24-2012	12:00PM - 12:	:30PM [	DAYTIME NOON NEWS WEEP	<b>KDAY (6950)</b>		10	30	1		1			2	2,000	2	4,000.00
8 10-19-2012	10-19-2012	03:00PM - 04:	OOPM I	DAYTIME 3-4P MO-FR (7997)			10	30				1		1	1,500	1	1,500.00
0 10-13-2012	10-13-2012	03.001 141 - 04.	.001 181	5A11IIIL 5-41 IIIO-11(1551)				30				•			1,500	•	1,500.00
9 10-22-2012	10-24-2012	03:00PM - 04:	:00PM [	DAYTIME 3-4P MO-FR (7997)			10	30	1	1	1			3	1,500	3	4,500.00
10 10-19-2012	10-19-2012	04:00PM - 05:	.00PM F	EARLY NEWS 4P MO-FR (723	9)		10	30				2		2	1,500	2	3,000.00
10 10 10 2012	10 10 2012	0 11001 111 001			,							_		_	1,000	_	0,000.00
	<b>.</b>								_	_	_	_					
11 10-22-2012	10-25-2012	04:00PM - 05:	:00PM E	EARLY NEWS 4P MO-FR (723	9)		10	30	2	1	2	1		6	1,500	6	9,000.00
12 10-19-2012	10-19-2012	05:00PM - 06:	.00PM E	EARLY NEWS 5P MO-FR (698	88)		10	30				2		2	2,800	2	5,600.00
				(11)	,		-								,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
40 40 00 0040	40.05.0040			- A D. V. NEWO . ED . 40 . ED /00	201		4.0		_	_	_	_					00 400 00
13 10-22-2012	10-25-2012	05:00PM - 06:	:00PM	EARLY NEWS 5P MO-FR (698	88)		10	30	2	2	2	2		8	2,800	8	22,400.00
14 10-19-2012	10-19-2012	06:00PM - 06:	:30PM E	EARLY NEWS 6P MO-FR (698	9)		10	30				1		1	4,250	1	4,250.00
				(	•										,		,
45 40 00 0040	40.05.0040	00 00014 00	00014	-ADI V NEWO OD NO (000			40								4.050		47 000 00
15 10-22-2012	10-25-2012	06:00PM - 06:	SUPIN I	EARLY NEWS 6P MO-FR (698	9)		10	30	1	1	1	1		4	4,250	4	17,000.00



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

**DATE:** 09-26-2012 **PAGE:** 2

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NATIONAL MEDIA RESEARCH PLANNING & PLACE - 3736

ATTN: NMRPP MEDIAASSISTANT 815 SLATERS LANE

ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
400113	09-25-2012	09-25-2012	1	NRCC-INDEPENDENT EXPENDITURE	NRCC IE 2012	POLITICALS	WPVI - PHILADELPHIA

_																			
	Agency Est# CMS # Sales Office				Sales Office	Account Executive Start Date End Da					ng					Package	Contract Titl	е	
		155 426 3	3259	244484	PHILADELPHIA	A. CLIFFORD	10-19-2012	10-25-20	012	M (Broa	adca	st M	onth,	Cycle	1)	N	244484		
	Line	Start Date	End Date	Time Period	Fime Period Description R						M	Т	W	T F	S S	SPW	Price	Tot Spots	Total \$
				Agency CPE:	Agency CPE: C: 155 P: 426 E: 3259														
	16	10-19-2012	10-19-2012	07:00PM - 07	:30PM A	CCESS MO-FR JEOPARDY	(7063)		10	30	)			1		1	4,200	1	4,200.00
							` ,										•		,
	17	10-22-2012	10-24-2012	07:00PM - 07	-30PM A	ACCESS MO-FR JEOPARDY (7063)			10	3(	1	1	1			3	4.200	3	12,600.00
		10 22 2012	10 24 2012	07.001 111 07	.001101	SOLOO MOTA CLOTARDI	(7000)			"	1 '	•	•				4,200		12,000.00
	40	40 40 2042	40 40 2042	44-0000 44	-05DM	ATE NEWS MO CH (COCO)			10							4	F 000		F 000 00
	18	10-19-2012	10-19-2012	11:00PM - 11	:35PW L/	LATE NEWS MO-SU (6969)				30	י			1		1	5,000	1	5,000.00
	19	10-22-2012	10-25-2012	11:00PM - 11	:35PM L/	ATE NEWS MO-SU (6969)			10	30	1	1	1	1		4	5,000	4	20,000.00
	20	10-24-2012	10-24-2012	08:00PM - 09	:00PM PI	RIME WE8 (7019)			10	30	)		1			1	9,500	1	9,500.00
		MG Group #	Preempted	Pate I	Reason M	MG Description													
м		332811	10-24-2012			X 30 @ \$9,500 T 10:00PM - 1	1:00PM - 10/2	3/12-	10	Duration 30	-	Х				1	9.500	1	9,500.00
		332011	10-24-2012	9,500 1		0/23/12 (7016)	1.001 W - 10/2	3/12-	10	30	1	^				'	9,300	'	9,300.00
			Total:	9.500		( /										P	reempt Total:	-1	-9,500.00
	24	40 40 2042	40 40 2042		-40DM III		7000)		40							4	0.500		2 500 00
	21	10-19-2012	10-19-2012	11:30PM - 11	:40PW H	GH SCHOOL HUDDLE FRI (	7068)		10	30	1			1		1	2,500	1	2,500.00
	22	10-20-2012	10-20-2012	06:00AM - 08	:00AM W	EEKEND NEWS 6-8A SA (69	997)		10	30	ס				1	1	1,000	1	1,000.00
	23	10-21-2012	10-21-2012	06:00AM - 07	:00AM W	EEKEND NWS 6-7A SU (705	55)		10	30	)				1	1	600	1	600.00
	24	10-21-2012	10-21-2012	07:00AM - 08	:00AM W	EEKEND NWS 7-8A SU (705	56)		10	30	0				2	2	850	2	1,700.00
	25	10-21-2012	10-21-2012	10:00AM - 10	:30AM W	EEKEND NWS 1130A-12P S	U INSIDE ST	ORY (7	10	30	0				1	1	800	1	800.00
		- · <del>-</del>						,	_						-		,,,,		
	26	10-21-2012	10-21-2012	11:00PM - 11	·35PM I	ATE NEWS MO-SU (6969)			10	30					1	1	5,000	1	5,000.00
	-0	10 21 2012	10 21 2012	11.001 101 - 11		41E 14E110 1110-00 (0303)				"						'	3,000	'	3,000.00
			l	I															

## Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and



WPVI-TV PHILADELPHIA 4100 City Line Ave. PHILADELPHIA PA 19131

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NATIONAL MEDIA RESEARCH PLANNING & PLACE - 3736

ATTN: NMRPP MEDIAASSISTANT 815 SLATERS LANE

ALEXANDRIA VA 22314

	ntract No 100113				sion Dt 5-2012	Rev#	Advertiser NRCC-INDEPENDE	ENT EXPENDITURE	rand RCC IE 2012							Product Code POLITICALS					Station/Market WPVI - PHILADELPHIA			
	Agend	cy Est#	ŧ		CMS	S #	Sales Office	Account Executive	Start Date	End D	ate	Billing					Package	Contract	Title					
	155 426 3259				2444	84	PHILADELPHIA	A. CLIFFORD	10-19-2012	10-25-2	012	M (Broadcast Mont			onth, Cycle 1)		ycle 1) N 244484							
Lir	ne Start D	Date	End Date	e   7	Time Pe	riod	Des			RC	Duration	МТ	W T	F	SS	SPW	N Price Tot Spots			Total \$				
				Α	Agency (	CPE:	C:155 P:426 E:	3259																
																	_							
																	Contracte	ed Gross T	otal:	69	188,750.00			
																	A - 4	-1 O T		69	100 750 00			
																		al Gross T y Commis		69	188,750.00 28,312.50			
																	rigono	Net T			160,437.50			
М	onth/YR			<u>'</u>	Pree	mpted	l	Made Good	Contract T	otal		Α	djustm	ents			•		<u>'</u>		Actual Total			
0	ct 12				9,5	00.00		9,500.00	188,75	0.00				0.00							188,750.00			
-	OTAL				9,5	500.00		9,500.00	188,75	0.00	-			0.00							188,750.00			